DIGITALCONFEX Presents 8th Digital Marketing, Advertising and Technology Confex

Date: 5 December 2026
Venue: Holiday Inn Express
Location: Singapore

Theme: "Beyond Automation: Building the Agentic Marketing Enterprise"
Where AI, Creativity & Intelligent Technology Redefine Business Growth

Conference Agenda

Timings (Singapore Time Zone)	Session
08:00 am – 08:45 am	**Registration, Welcome Tea/Coffee & Innovation Exhibition opens**
08:50 am – 09:00 am	**Welcome & Opening Address by DIGITALCONFEX** • Meetali Batra Joshi, Co-Founder, DIGITALCONFEX
09:05 am – 09:15 am	**Guest of Honor Address**
09:20 am – 09:40 am	**Motivational Session by Ms. Suchi and Hema Dadhwal, Founder & Director, Hal Glow-Bal's**
09:45 am – 10:05 am	**Keynote Address I: The Agentic Enterprise: How AI is Reshaping Marketing, Business & Leadership** **<u>Key Discussion Points</u>** • **From AI assistants to AI decision-makers** • **The rise of AI-native enterprises** • **Multi-agent systems in business** • **Human-AI collaboration** • **What every executive should prepare for by 2030**
10:10 am – 10:45 am	**Panel Discussion I: The Agentic Marketing Revolution: Building Autonomous Growth Engines** **Subtopics** • **Agentic AI versus traditional marketing automation** • **AI agents managing customer journeys** • **Autonomous campaign orchestration** • **Human oversight in AI-driven marketing** • **Case studies from global enterprises**
10:50 am – 11:00 am	**DIGI Magazine Vol. 7 Launch**
11:05 am – 11:25 am	**Who's Who: Meet & Mingle (One-on-One Intro Icebreaker)**
11:30 am – 11:50 am	**Morning Networking Tea Break and Exhibition Tour**
11:55 am – 12:40 pm	**Panel Discussion II: Beyond Search: Winning Customers in an AI-First Discovery Economy** **Subtopics** • **AI Search and conversational discovery** • **Generative Engine Optimization (GEO)**

	• **Zero-click customer journeys** • **AI shopping agents** • **Commerce Media** • **Future of digital advertising**
12:45 pm – 13:05 pm	**Quick Presentation Slot I: From Hyper-Personalisation to Autonomous Customer Experiences** **Presentation Focus** • **Hyper-personalisation** • **Predictive marketing** • **AI analytics** • **Customer data platforms** • **Revenue AI** • **Voice and conversational commerce**
13:10 pm – 13:40 pm	**Panel Discussion III: Creativity Without Limits: Generative AI, Synthetic Media & Brand Differentiation** **Subtopics** • **AI content studios** • **AI video production** • **Digital humans** • **Synthetic influencers** • **Infinite content vs authentic brands** • **Brand safety in the AI era**
13:45 pm – 13:55 pm	**Morning Session Survey Lucky Door Prize — Sponsored by Survey Kiwi** **Snapshot of Success - Say Cheese Moment!**
14:00 pm – 14:55 pm	**Networking Lunch**
15:00 pm – 15:15 pm	**Quick Presentation Slot II: Building the AI-Native Martech Stack**
15:20 pm – 15:35 pm	**Keynote Address, II: The Future of Marketing in an AI-Native World** **<u>Key Discussion Points</u>** • **AI as a business operating model** • **Brand leadership in the age of autonomous intelligence** • **The human advantage** • **What marketing will look like by 2030** • **Preparing organisations for continuous AI innovation**
15:40 pm – 16:15 pm	**Panel Discussion IV: Advertising 2030: Autonomous Media Buying, Retail Media & the Attention Economy** **Subtopics** • **Programmatic 3.0** • **AI creative optimisation** • **Retail Media Networks** • **Attention metrics** • **Contextual advertising** • **Cookieless advertising** • **AI attribution**

16:20 pm – 16:40 pm	**Tea/Coffee Break + Networking Roundtable**
16:45 pm – 17:20 pm	**Panel V: Leading the AI-Native Organisation: Governance, Skills & Competitive Advantage** **Subtopics** • **AI governance** • **Responsible AI** • **AI regulation across APAC** • **AI ROI** • **Human + AI teams** • **Future skills** • **Organisational transformation**
17:25 pm – 18:05 pm	**Startup Pitch Session**
18:10 pm – 19:00 pm	**DMAT Excellence Awards I Global Influencer Awards & Closing Remarks. Celebrating innovation in digital marketing, tech, and creativity**